



**INDIAN CHAMBER OF FOOD AND AGRICULTURE**

**4<sup>th</sup> GLOBAL AGRICULTURE  
SUMMIT AND AWARDS 2019**

5 November | Hotel Taj Palace | New Delhi



India International Agro Trade and Technology Fair - 2019

6 - 8 November 2019 | NASC Complex Pusa | New Delhi

# SOUVENIR

Concurrently with

National Conference on  
**AGRI** Doubling exports

**World AgTech**  
**CONGRESS**

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## OUR VISION

BENDING THE ARC OF AGRICULTURE WITH INNOVATION AND INTEGRATED CROP MANAGEMENT



### Multiple Modes of Action and Avenues to Share Information

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- Promote Effective Water Use
- Multiple Modes of Nutrient Delivery
- Multiple Modes of Pest Management
- Precision Crop Management
- Community Farming Coordination



# EXHIBITORS AND SPONSORS

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Agrometrics Analytics & Technology  
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Agricultural & Processed Food Products Export Development Authority (APEDA)  
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Embassy of the Democratic Republic of the Congo  
FutureFarms & Mahindra Top  
Animal Husbandry Government of Haryana  
GreenStar  
Haldiram Snacks Private Limited  
Honda SIEL Power Products Ltd  
Indo Gulf Fertilisers & Grasim Chemical Business  
U/O Grasim Industries Limited  
MicroAlgae Solutions India Pvt Ltd.  
Ministry of Consumer Affairs  
Ministry of Earth Sciences  
National Bank for Agriculture and Rural Development (NABARD)  
National Commodity and Derivatives Exchange (NCDEX)  
Nehru Yuva Kendra Sangathan, Ministry of Youth Affairs & Sports, Govt. of India  
Petroleum Conservation Research Association (PCRA)  
Proximal Soilsens Technologies Private Limited. (IIT Bombay)  
Pushp India Pvt. Ltd.  
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Zytech Biotech Pvt. Ltd



# 4<sup>TH</sup> GLOBAL AGRICULTURE SUMMIT 2019

## INDUSTRY-FARMER PARTNERSHIP FOR GROWTH



*Left to right:* Mr UP Singh, Secretary, Ministry of Water Resources; Dr MJ Khan, Dr. Purvi Mehta, Head of Asia for Agriculture, Bill & Melinda Gates Foundation, Dr. Ashok Dalwai, CEO, NRAA and Chairman, Task Force on Doubling Farmers Incomes, Dr. Douglas Ry Wagner, President, International Agribusiness, AlgaeEnergy, Spain, and Mr Pravin Srivastava, Director General, ICFA



In an effort to bring on a common platform the best practices, technologies, processing and marketing techniques that can help contemporary agriculture, agri and allied sectors, Indian Chamber of Food and Agriculture organized 4th Global Agriculture Summit 2019 and AgroWorld 2019 from November 5-8 on the theme "INDUSTRY FARMER PARTNERSHIP FOR GROWTH".

The event was organized with the support of the Government of India and several states, and in technical collaborations with a large number of industry associations, national and international institutes and research organizations. Agro food industry experts, agri-specialists and key stakeholders in food, agriculture, horticulture, animal husbandry, fisheries and allied sectors from around the world, shared their prized insights on available technologies, trade and business models and sector-specific innovations.

Speaking at the inaugural session of the 4th Global Agriculture Summit 2019 organized on November 5, Mr UP Singh, Secretary, Ministry of Water Resources, said that water footprint will be as vital as carbon footprint in the future discourse of development globally. Mr Singh said that European buyers are using the water footprint benchmark as the parameter for deciding on trade. Therefore sensitization on water footprint shall be the determinant for the export strength of Indian produce and products. Mr Singh said that time is fast approaching where Indians shall have to collectively undertake water budgeting to address concerns of water scarcity. Water budgeting shall be useful for farmers too, so that ground water and other water resources are not depleted to alarming levels.

Mr Ashok Dalwai, CEO NRAA and Chairman, Taskforce on Doubling Farmers' Incomes, said India needs strong focus on food supply chain management, and building global and efficient supply chains. Mr. Dalwai said that global dependence on fossil fuels shall have to end, and biological production systems were the solution to this challenge and create a circular economy for mankind.

Dr. Purvi Mehta, Head of Asia for Agriculture, Bill and Melinda Gates Foundation, said we need dual purpose in our production – use for domestic consumption and strengthen exports. Dr Douglas Ry Wagner, President, International Agribusiness, AlgaeEnergy, Spain, said micro algae has the potential to effectively address the big crisis of humankind.

The Agriculture Today Year Book 2019 was released on the occasion.



### FarmerPlus: ICFA's support system for farmers

Setting the tone for the focus of the 4th Global Agriculture Summit, Chairman, ICFA Dr. MJ Khan said that industry-farmer partnership is essential for farmer prosperity. He said that these partnerships will catalyze growth in agriculture. Dr Khan said that with self-sufficiency in most agricultural sectors, it is essential to move the focus from production to post-production, in order to increase farmer income. Export focus will lead to price stability and improve the entire value chain.

Dr. Khan said that ICFA was focusing on creating a support system for farmers, called FarmerPlus. He said that about 25 corporate sector companies and institutions are coming together for the FarmerPlus program, helping the farmer in crop-specific programs, livestock-specific programs, safe food production, good agricultural practices, required certification and linking the farmers to the export markets.

Dr. Khan also spoke about ICFA's thrust on trade facilitation. He said that the Chamber is creating commodity-specific boards, and 25 commodities have been identified.

Dr. Khan said that the efforts were focused in the direction of how to link farmers with the global market, because exports will bring a lot of stability to the farming sector in terms of prices. "A strong export market would improve the production system and the entire value chain, and lead to quality enhancement through competition. New technologies like artificial intelligence, robotics, big data analysis, internet of things, blockchain would also play a vital part in the farming sector," Mr. Khan said that agtech start-ups were writing a new chapter in the growth story of modern agriculture.

# GLOBAL AGRIC



## “Sustainable use of resources essential”

Dr. Trilochan Mohapatra, Director General of Indian Council of Agricultural Research (ICAR), gave away the coveted awards.

Addressing the august gathering, he congratulated ICFA for institutionalizing the award system at the global level in the field of agriculture. Dr. Mohapatra said that the input supply system, the natural resource base – all have to be sustainably utilized. He also stressed upon the challenges of climate change and environmental degradation.

Dr. Mohapatra highlighted that 85 per cent farmers are small and marginal, with small and fragmented land holdings and limited resources. Hence, diversification and post-harvest processing were essential. He urged the Indian farming sector to be globally competitive and lead global agriculture by excelling in diverse areas such as use of optimum fertilizer systems, input delivery system through informatics, market delivery systems, technology development and other fields.



- **Global Research Award:** National Agri-Food Biotechnology Institute.
- **Global Academic Award:** Lovely Professional University.
- **Global Policy Award:** Dr. Pramod K Joshi, Director for South Asia, International Food Policy Research.
- **Global CSR Award:** Walmart India Pvt. Ltd.
- **Global Co-operation and Development Award:** Mr. Sudhakar Tomar, President, India-Middle East Agro Trade & Investment and Managing Director, Hakan Agro, DMCC, Dubai.
- **Global Business Award:** Dr. Ken Mishra, President & CEO, ProFarm Seed International, USA.
- **Global Development Award:** National Commodity & Derivatives Exchange Limited.



# CULTURE AWARDS 2019



- **Global Corporate Award:** Bayer CropScience India Ltd.
- **Global Information & Communication Technology:** Agrometrics Inc.
- **Global Technology Award:** Indo Gulf Fertilisers of Grasim Industries Ltd, part of the Aditya Birla Group.
- **Global Industry Award:** Coromandel International Limited.
- **Life-Time Achievement Award:** Prof. Chittaranjan Kole, Raja Ramanna Fellow, DAE, Govt. of India, ICAR-NIPB.
- **Global FPO Award:** Sahyadri Farmers Producer Company Ltd.
- **Global Farmer Leadership Award:** Mr. Yudhvir Singh, General Secretary, Bhartiya Kissan Union.
- **Global Agribusiness Award:** Dr. Douglas Ry Wagner, President, International Agri Business, AlgaEnergy, Spain.
- **Best Horticulture State Award:** Himachal Pradesh.
- **Best Animal Husbandry State Award:** Haryana.
- **Best Agriculture State Award:** Tamil Nadu.



Multiple global conferences on diverse challenges in the food and agriculture sector were held on the opening day of AgroWorld 2019. These included the Session on International Trade and Cooperation, Session on Agriculture Policies, the Seed CEOs Session, the Crop Protection CEOs Session, the Plant Nutrition CEOs Session, the Bio Agriculture CEOs Session and the Food Processing CEOs Session.

## SESSION ON INTERNATIONAL TRADE AND COOPERATION



Dr. Maharaj Muthoo, President, Roman Forum, Rome; Mr. Girish Aivalli, CEO, South Asia AgTech Hub for Innovation Private Limited; Mr. Ben Horsbrugh, Global Team Leader, Global G.A.P, Belgium, Mr. Pedro Mariano Martins Pontes, Head of Economic Section, Embassy of Brazil; Mr. Vijay Sardana, Chairman, ICFA Working Group on Agro Trade, Mr. ALeen Mukherjee, Executive Vice President, NCDEX and Mr. Vijay Setia, President, All India Rice Exporters Association

## SESSION ON AGRICULTURE POLICIES



Mamta Jain, Director, ICFA; Mr. Amit Vatsyayan, Partner – Agriculture Practice, Ernst & Young, India; Dr. Sunil Gulati, ACS – Animal Husbandry & Dairying, Haryana and Dr. Anis Ansari, Chairman, CARD and former APC, UP



SEED CEOs SESSION



Chairman ICFA Dr MJ Khan, Dr. Arvind Kapur, CEO, ASCEN HyVeg Private Limited; Dr. NK Daddani, Convener, India Seed Forum; Mr. Ajai Rana, CEO, Savannah Seeds P. Ltd and Dr. Ken Mishra, President & CEO, ProFarm Seed International, Inc, USA

CROP PROTECTION CEOs SESSION



Dr MJ Khan, Chairman ICFA; Sh. RG Agarwal, Chairman, Dhanuka Agritech Limited; Mr. Asitava Sen, CEO, Croplife India; Mr. Devinder Chawla, Partner, Ernst & Young, India; Mr Raju Kapoor; Director Corporate Affairs, FMC Corporation and Mr. Vipin Saini, CEO, BASAI

PLANT NUTRITION CEOs SESSION



Dr Prashant Puri, President and Head Technology and R&D, Aditya Birla Grasim Ltd; Ms Mamta Jain, Director ICFA; Mr. Kapil Mehan, Chairman, ICFA Working Group on Plant Nutrition; Dr. Uttam Gupta, Fertilizer Policy Expert and Dr. Soumitra Das, Director, South Asia - Zinc Nutrient Initiative, IZA



## BIO-AGRICULTURE CEOs SESSION



Mr. Dhananjay Edakhe, Sr. Vice President, Zydex India Ltd; Mr. Soumendu Ghosh, Commercial Director, Indian Sub-continent at Acadian Seaplants; Mr. Debabrata Sarkar, CMD, MicroAlgae Solutions India P. Ltd and Dr. Arjun Singh Mehta, MD, Gujarat Life Sciences Pvt. Ltd.

## FOOD PROCESSING CEOs SESSION



Dr. Samresh Dwivedi, Director Research & Nutrition, Ananda Dairy; Mr. Rakesh Kumar Gambhir, Business Head, Future Consumer Ltd; Mr. Anand Vijay Jha, VP & Head, Public Policy and Sustainability, Walmart India Ltd and Dr AK Tyagi, ED, Haldiram Snacks P. Ltd.





The anatomy of global food and agriculture has undergone a complete metamorphosis in recent decades. According to the World Fact Book of the CIA 2015, the global agricultural output was \$ 4,771 billion and 42 percent of this output comes from just six countries, five of them being developing ones. While China leads, India (\$ 367 billion) is second largest, US is third (\$ 279 billion), followed by Brazil (\$ 130 billion), Nigeria (\$ 122 billion) and Indonesia (\$ 121 billion). In fact, China and India alone account for about 30 percent of the total. The world's population will be about 10 billion by 2050. Food supplies need to increase by 60 percent of the current, as mentioned in 'World Agriculture towards 2030/2050'. India's domestic demand for food is expected to go up considerably with increasing population. Indian agriculture needs advanced farming systems, agri services, planting material, farm machinery, agroprocessing equipment, crop care and soil health products, dairy, poultry and fishery technologies, infrastructure, value chain models, agri and food businesses and substantial participation in global food and agro trade. As India's institutions are providing global expertise and cooperation, it has become the gateway to almost two dozen Asian countries and whole African continent. Though 8% of world's food is grown here, the share in global trade remains dismal at 2%.



In a bid to introduce contemporary agriculture –agri and allied sectors with their best practices, technologies, processing and marketing that can inevitably help countless farmers and platform owners, Indian Council of Food and Agriculture with the support of the Government of India and several States and in technical collaborations with a large number of industry associations and international bodies, is fully geared up to floor AgroWorld 2019 from November 5 to 8, 2019 at the sprawling campus of Indian Agriculture Research Institute, New Delhi. Additionally, this insightful global knowledge and trade event will encompass industry-oriented topics, opportunities for startups, international participation and much more. Meanwhile, the agro food industry experts, agri-specialists and government

officials from all across the world, will share their prized insights on available technologies, trade and business models and modern innovations. These distinguished individuals will be ready to interact with our entrepreneurs, farmers and scientists. Indian industry and businesses, institutions, Central Ministries and the State Governments will have the showcasing opportunities of their products and technologies, programs and services, potential and achievements before the national and global stakeholders to explore possibilities of investments, technical cooperation, trade, business, marketing and partnerships opportunities. Along with its partners, ICFA is passionately promoting AgroWorld 2019 across India and the world that incorporates major sectors and key stakeholders in food, agriculture, horticulture, animal husbandry, aqua and allied sectors. ICFA invites you to avail this wonderful opportunity to take a proactive part as a zealous exhibitor or sponsor during the forthcoming exciting event – AgroWorld 2019, and showcase the products, technologies, programs and services to a colossal target audience in a single, pulsating platform for three consecutive days.





## Event Agenda:

The Fair aims at achieving the following agenda:

- To provide the global platform to the Indian government industry, institutions and States to showcase to the world of it's potential, achievements and opportunities and what it can offer in terms of unique agri-horti and animal produce, fresh and processed food, agro industrial products, technologies and expertise.
- To provide unique opportunity for networking and partnerships amongst key stakeholders; namely Government officials, experts, industry CEOs and agribusiness professionals, traders, farmers, entrepreneurs, developmental agencies and institutions.
- To bring international officials, experts, industry and institutions to showcase latest products, advanced technologies, food and agribusiness models, logistics, post harvest management, entrepreneurship experiences etc. Explore opportunities in India and South Asian industries.
- To provide exposure, enrich knowledge and generate policy inputs through the technical seminars, international conferences, business dialogues and interactions among the Indian and foreign visitors, exhibitors, experts, farmers, entrepreneurs, industries and business CEOs.
- To provide platform to global companies for exploring opportunities for business and investments, technical and marketing collaborations, exports and partnerships and signing of MoUs towards finding business partners, expanding business, increased value addition, trade and agribusinesses and doubling farmers incomes.



## Highlights of Agroworld 2019

Sprawling exhibition venue at IARI

- World class infrastructure
- 20 sectors with specialized Pavilions
- National and global participation
- Top Government and policy makers visits
- B2B Meetings and business facilitation
- World AgTech Congress
- AgTech Startups Meet
- India Agribusiness Awards 2019
- Global CEOs Awards 2019







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# NATIONAL CONFERENCE ON DOUBLING AGRI EXPORTS

NEED TO REVIEW REGULATIONS GOVERNING EXPORTS UNDER ESSENTIAL COMMODITIES ACT: VICE CHAIRMAN NITI AAYOG DR RAJIV KUMAR



Mr Sanjay Dave, Chairman ICFA Agri Exports Council; Mr. Rajesh Maheshwari, CEO, Quality Council of India; Dr. SK Malhotra, Agriculture Commissioner GOI; Dr. Rajiv Kumar, Vice Chairman NITI Aayog; Mr. Paban K Borthakur, Chairman, APEDA; Dr MJ Khan, Chairman ICFA and Dr Anis Ansari, Chairman CARD launching the ICFA Agri Exports Council

The National Conference on Doubling Agri Exports was organized by Indian Chamber of Food and Agriculture (ICFA) at National Agricultural Science Complex in New Delhi on November 6. The conference was organized by ICFA as part of the four-day AgroWorld 2019 from November 5-8.

Delivering the inaugural address, Vice Chairman Niti Aayog Dr Rajiv Kumar said that there is need to review the regulations governing exports under the Essential Commodities Act. These regulations are like a sword hanging over farm producers. They must be



Dr S.K. Malhotra, Agriculture Commissioner, GoI inaugurating the India International Agro Trade and Technology Fair

reviewed in the interest of farmers and the economy.

“Today, India is foodgrain surplus. If we improve our post production value chain, our foodgrain surplus shall be efficiently utilized. We have to improve on labour productivity and yield in all crops, and focus on capacity building of farmers. Our costs must be globally competitive. We need a second green revolution to increase farmer income and double exports,” said Dr Kumar.

Dr Kumar and other distinguished guests released the IndGAP document, standardizing good agricultural practices for the country. The ICFA Agri Exports Council was also launched on the occasion.

Union Agriculture Commissioner Dr SK Malhotra said the impressive export of table grapes from India has proved that our country has the capability to be at the top globally in agri export. Dr Malhotra said that farmers must be aware of challenges related to pesticide residue.

Dr Malhotra said that the benchmarking of the IndGAP document to Global GAP was at an advanced stage. Farm-based modules and crop-based modules were essential to increase awareness and popularity of IndGAP, he said.

Mr Paban K Borthakur, Chairman APEDA (Agricultural and Processed Food Products Export Development Authority) said that the traditional approach in India was that surplus products were exported. “There has to be a paradigm shift in how we look at exports,” he urged.

Mr Rajesh Maheshwari, CEO, Quality Council of India said that India hasn’t kept pace with adoption of good agricultural practices (GAP), which included food safety regulations. It was important to reach out to farmers in every state for awareness regarding GAP.

Chairman ICFA Dr. MJ Khan said that the creation of commodity boards has played a key role in export promotion of key agricultural

## Dr Rajiv Kumar bats for Zero Budget Natural Farming

Dr Kumar said that “organic or natural farming is the sunrise sector of Indian agriculture”. He said that exports from this sector have risen significantly, and have great potential for growth. He urged the agricultural scientists to evaluate Zero Budget Natural Farming,



organic or natural farming on merit.

Addressing the agricultural scientists, Dr Kumar said, “Don’t dismiss this model by saying that it will lead to a drop in agricultural production or will compromise food security. Please conduct studies and evaluate this model with due consideration. Zero Budget Natural Farming (ZBNF) will meet our food security requirements and lead to a healthier and wealthier India,” he emphasized.

Dr Rajiv Kumar said that soil degradation was taking place rapidly. ZBNF, organic or natural farming was the only way to reverse this degradation. Dr Kumar said it was essential to increase the share of ZBNF in Indian agriculture. He urged all farmers to examine how they can move away from the use of chemicals in agriculture and adopt zero budget natural farming practices.

products and commodities worldwide. He said that ICFA has undertaken a similar effort to set up commodity boards so that they can provide production stewardship program and ensure the adoption of good agricultural practices and facilitate the required certification.

Mr Sanjay Dave, proposed Chairman of ICFA Export Council, said importers have stringent rules on food safety. It was extremely essential for farmers to adopt good agricultural practices and ensure traceability of products.

Dr Rajiv Kumar inaugurated the India International Agro Trade and Technology Fair with more than 100 agri start-ups. Major events at the India International Agro Trade and Technology Fair include – Farm Tech World, Digi Tech World, AgTech World and AgPro Tech World.

International conferences focusing on quality production and GAP certification, role of horticulture in driving growth of Indian exports, infrastructure, value chain and promoting Brand India for greater value and increased market access were organized on Day Two of AgroWorld.



**SESSION ON PROMOTING BRAND INDIA FOR GREATER VALUE AND INCREASED MARKET ACCESS**



Left to right: Mr Sanjay Dave, Chairman ICFA Agri Exports Council, Amb Anil Trigunayat, President, MIICCIA, Mr. N.P. Mohapatra, Chief General Manager, NABARD, Dr. C. Vasudevappa, Vice Chancellor, NIFTEM Mr. Neeran Gautam, CEO, Himalaya Research and Development, Mr. Nitin Gupta, Vice President, Olam International, Dr. Rajaram Tripathi, CEO, MDHP

**SESSION ON INFRASTRUCTURE AND VALUE CHAIN DEVELOPMENT FOR EXPORTS**



Left to right: Mr. Amit Vatsayan, Partner, Ernst & Young; Ms. Suman Sarkar, AGM, EXIM Bank of India, Mr. Gokul Patnaik, Chairman, Global Agri Systems; Dr. KL Chadha, Chairman, ICFA Working Group on Horticulture

# WORLD AGTECH CONGRESS

## IOT, BIG DATA, DRONES AND ROBOTICS WILL PLAY MAJOR ROLE IN PRECISION FARMING, HIGHER PRODUCTIVITY AND QUALITY



The India International Agro Trade and Technology Fair was part of AgroWorld 2019. Major events at the Fair included Farm Tech World, Digi Tech World, AgTech World and AgPro Tech World

**W**orld AgTech Congress was organized by Indian Chamber of Food and Agriculture (ICFA) at National Agricultural Science Complex in New Delhi as part of AgroWorld 2019.

Delivering the inaugural address, Dr RS Paroda, former Director General of the Indian Council of Agricultural Research (ICAR) said government must ban the broadcasting of fertilizers upon crops and also ban flooding of fields by irrigation. He said that these bans are essential, like the ban on straw burning. But they will work only if these were driven by farmer organizations, and farmers are provided solutions.

Acknowledging the role played by private enterprise in agriculture,

Dr Paroda said, "We need to embrace private sector more aggressively than in the past. Paid and private extension services can show the way forward. There are options and opportunities for strong public private partnership. We need a mindset change or we will miss an opportunity at our doorstep." He called for the creation of National Agriculture Innovation Fund.

Dr MJ Khan, Chairman, Indian Chamber of Food and Agriculture said that India boasts of great diversity of production. There are immense opportunities for growth in Indian agriculture, and digital tools and technology shall be the key drivers in the coming times.

Mr Bryan Henninger, President and CEO, Ag World Support

Systems, USA; Mr CS Liew of Pacific AgriScience, Singapore; Mr David Davis, Founder and CEO, AgUnity, USA and Mr Dotan Borenstein, CEO, Salicop Technologies, Israel were part of the distinguished panel who spoke at the inaugural session of World AgTech Congress.

The conference on digital agriculture focused on harnessing the power of technology and global innovations. Agri scientists from across the world spoke on smart farming, which implied leveraging the power of AgTech and farm technologies. Some speakers spoke in favour of converting rice straw into CNG so that farmers can use it commercially instead of burning it.





To bring global initiatives and developments in digital agriculture technologies to one platform for greater synergy of action for the benefit of Indian and global farmers, ICFA launched the 25-member Global AgTech Council on November 7. The Council aims at establishing India's leadership in new-age agriculture technologies and technology start-ups worldwide.

## Conference on Digital Agriculture: Harnessing the power of technology and global innovations



Right to left: Mr. Om Prakash Routray, Vice-President Marketing, Source Trace; Mr. Sanjay Borkar, Chief Executive Officer & Co-founder, Shivrai Technologies Pvt. Ltd; Mr. Amitesh Ahir, VP- Business Development, WRMS; Mr. Madhu Jamallamudi, Founder & CEO, AGROMETRICS LLP, India & USA; Mr. Lokesh Lohiya, Business; Development Lead, Cisco's Digital Transformation Office; Mr. Nalin Rawal, CEO, NCML Agribusiness 7. Ms. Deepti Dutt, Head- Strategic Initiatives, Amazon and Mr. David Davies, founder & CEO, AgUnity

## Conference on 'IoT, Big Data, Drones and Robotics in Agriculture: Driving precise solutions for every field'



Left to right: Mr. Samuel Jeffson, J, Executive Director, St. John Group; Mr. Nipun Bhuyan, DGM and Head Digital Farming Strategy, Mahindra & Mahindra; Dr. Puneet Mishra, Scientist Computer Vision, Wageningen University & Research; Mr. Jatin Singh, Founder and MD, Skymet Weather Services; Mr. Achal Sharma, Accenture Interactive - India Lead; Mr. Chris Van Ray, Anatomize, Principal Consultant, CSIRO, Innovation Mentor Cicada Innovations, Grow Lab Mentor;



## CEOs Panel on Farm Mechanization and Presentation of Farm Power Awards 2019



Winners of the Apollo Farm Power Awards with the distinguished CEOs panel at World Agtech Congress



Mr. Mohit Singh, Product Head, HSPP; Mr. Sunish Shah (President – Export Division), Captain Tractors; ShriYudhvir Singh, General Secretary, Bhartiya Kisan Union; Dr. Anwar Alam, Former VC, IGAU Raipur and Former DDG (Agri Engineering) ICAR; Mr. TR Kesavan, President, TMA; Prof Gajendra Singh, Ex-President, Former DDG (Engineering), ICAR; Dr. PitamChandra, Former Prof of Food Engineering, NIFTEM and Former Director, ICAR-CIAE, Bhopal  
Mr. Ravi Beri, MD, BeriUdyog; Mr. Bimal Kumar, Executive Director, CNH; Mr. Farid Ahmed, Head- Marketing, Apollo Off Highway Tyres

## Conference on Smart Farming: Leveraging the power of AgTech and Farm Technologies



Left to right: Dr. Sangeeta Ladha, VP Jain Irrigation; Mr. Dotan Borenstein, CEO, Salicop Technologies; Mr. Devinder Singh Chawla, Partner and Sector Leader – Chemicals & Agri, Ernst & Young LLP; Mr. Siddhant Bhomia, Cofounder– The Krishi; Mr. CS Liew, Managing Director, Pacific AgrisciencesPte Ltd



## IN A NATIONAL FIRST, APOLLO TYRES & ICFA INSTITUTE FARM POWER AWARDS TO RECOGNIZE EXCELLENCE IN FARM POWER INDUSTRY



Winners of the Apollo Farm Power Awards with the distinguished panel at World Agtech Congress, part of AgroWorld organized by Indian Chamber of Food and Agriculture (ICFA)

Dr Anis Ansari, former APC, Uttar Pradesh; Shri Yudhvir Singh, General Secretary, Bhartiya Kisan Union; Mr TR Kesavan, President TMA; Dr Ashok Dalwai, Chairman NRAA and Chairman, PM Task Force on Doubling Farmers Income; President Apollo Tyres Mr Satish Sharma; Dr Gajendra Singh, former DDG Engg ICAR and currently Adjunct Professor at Indian Agriculture Research Institute and Dr MJ Khan, Chairman Indian Chamber of Food and Agriculture (ICFA)

Leading tyre maker Apollo Tyres partnered with Indian Chamber of Food and Agriculture (ICFA) to institute the Apollo Farm Power Awards to recognize excellence in farm power industry and reward research and development in this sector. The Apollo Farm Power awards were given away in a glittering ceremony during World AgTech Congress.

The initiative was taken up to recognize the efforts of the farm mechanization industry and bring them all on a common platform to counter such future challenges jointly. Tractor is the main source of farm power across the world. The Indian Tractor Industry has grown four-fold in the last 20 years to become world's largest tractor producing country, helping to improve farm productivity through mechanization. Partnering with ICFA, Apollo Tyres group initiated a unique approach to reward research and development in this sector.

The eminent panelists discussed the challenges ahead for the growth of small and

marginal farmers, frequent climate changes, agriculture labour shortage with male workforce shifting in urban areas. Members also discussed the innovations needed in mechanization to meet the demand for changing cropping pattern, and the challenges caused by decreasing water table across diverse agro climatic zones.

The 18 awards were divided in 11 categories. The awards were won by 11 leading tractor manufacturers and three Self Power tools developers for exemplary contribution in the development of new models, with technological integration to take care of the growing demands in agriculture mechanization. Individual products and brands were selected by the eminent jury panel chaired by Dr Punjab Singh (President NAAS), members from CFMTTI, ICAR and Farmer Opinion leaders based on multiple important aspects like performance, technical specification, and the versatile nature and choice of farmers considering distribution channels support and services.

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### **Crop Monitoring & GPS-based Crop Distribution Mapping**

- App based extensive geo-coded field data gathering system
- Crop health monitoring using high resolution Normalized Difference Vegetation Index (NDVI) images and crop signatures

### **Microwave Image-based Studies**

- Microwave images help in paddy crop estimation extraction very accurately

### **Crop Intelligence**

- Fraud detection approach identifies insured crop actual sown crop deviations

### **Farm Land Parcel Ownership Validation**

- Geo-tagging of farmers crop field using cadastral maps
- Linking farmers ownership data to crop fields and crop validation

### **Loss Assessment**

- In-house capability of crop loss assessment through RS-GIS based tools
- Data management and sharing through web and app based technology

### **Yield Assessment & Forecasting**

- In-house capability of carrying out yield forecasting
- Assessment of crop yield, production and health at various growth stages

• **Over 6000 AWS**  
(Automatic Weather Stations)

• **300 AQI**  
(Air Quality Index)

• **More than 250**  
crop sensors on ground

• **Over 6,50,000**  
forecasting locations

• **More than 2,00,000**  
registered farmers

• **Pioneers in drone flying**  
for agriculture and  
risk mitigation

• **India's only private**  
lightning network

## WINNERS OF APOLLO FARM POWER AWARDS 2019

1. Tractor of the Year <30 HP, Mini Tractor: Captain Tractors Private Limited
2. Tractor of the Year <30HP, Eicher 242: TAFE Motors and Tractors Ltd (TMTL)
3. Tractor of the Year 31-40 HP, 3037 Tx: CNH Industrial (India) Pvt Ltd
4. Tractor of the Year 41-50 HP, MF 245 Smart: Tractors and Farm Equipments Limited (TAFE)
5. Tractor of the Year >50 HP, MF 9500 Smart 2WD/4WD: Tractors and Farm Equipments Limited (TAFE)
6. Tractor of the Year >50 HP, FARMTRAC 6055, Escorts Ltd
7. Most Stylish Tractor of the Year, Brand: International Tractors Limited
8. Farmer Choice of the Year, Brand: International Tractors Limited
9. Best Launch of the Year, Powertrac Euro 42 Plus: Escorts Limited
10. Latest Innovation of the Year, Abhiman 4X4: Force Motors Ltd
11. Latest Innovation of the Year, Agromaxx 4060E: Same Deutz Fahr India Pvt Ltd
12. Best Harvesting Solution of the Year, IH – Sugarcane Harvester: CNH Industrial (India) Pvt Ltd
13. Best Harvesting Solution of the Year, Standard Tractor Driven TSC-51: Standard Corporation India Ltd
14. Micro Power of the Year, Bahubali Power Tiller: Greaves Agri, Greaves Cotton Ltd
15. Micro Power of the Year, MH710: Andreas STIHL Pvt Ltd
16. Implement of the Year, Avtar 20 Brush Cutter: Honda Power Products Ltd
17. Farmers Choice of the Year, brand: Mahindra and Mahindra
18. Best Harvesting Solution of the Year, W 70 Combined Harvester: John Deere





# AGRI BUSINESS AWARDS 2019



The much-coveted Agri-Business Awards were presented to companies operating in India who are serving the farm or food sector with good quality products, technologies or services. The distinguished panel that gave away the awards comprised Dr. SK Malhotra, Agriculture Commissioner, Government of India; Dr. Pravin Malik, Commissioner - Animal Husbandry, Government of India; Dr. RB Singh, Chairman, ICFA Knowledge Transformation Platform and Former Chancellor, Central Agriculture University; Mr. Vijay Sardana, Chairman, ICFA Working Group on Agro Trade, Dr. MJ Khan, Chairman,

ICFA and Ms. Mamta Jain, Director ICFA.

The proud awardees of the 2019 Agri-Business Awards are:

- \* Dr. Gopal Lal, Director, National Research Centre on Seed Spices, Rajasthan
- \* Prathista Industries Limited, Telangana
- \* Skymet Weather Services Pvt Ltd
- \* Kisan e-Store Pvt Ltd
- \* Organic Bazar
- \* Gopal Biotech Agro Farm
- \* Aries Agro Ltd, Maharashtra
- \* Digital AgriMedia, Gujarat
- \* CropIn Technology Solutions Pvt Ltd

- \* Dr. PPS Pangli, President, Borlaug Farmers' Association for South Asia
- \* Mr. Sukhjeet Singh, Director, A ONE Seeds
- \* Central Herbal Agro Marketing Federation of India
- \* Dr. Karanjeet Singh Dhaliwal, Group General Manager Cane, Ramdev Sugar Pvt. Ltd, Madhya Pradesh
- \* Heavenly Farms
- \* Indian Institute of Food Processing Technology (IIFPT), Thanjabur, Tamil Nadu
- \* Dr. Pravin Malik, Commissioner, Animal Husbandry, Government of India



# GLIMPSES







# AGROMETRICS

Analytics & Technology



**AGROMETRICS Inc.** is the leader in cloud-based software solutions for the global agriculture sector. Agrometrics committed to innovation, product excellence, and customer success through delivering comprehensive analytical & technological services to agribusinesses. At Agrometrics, we leverage the effective use of technology in combination with advanced analytical techniques to deliver insights to the agribusinesses in a way that would make it efficient by reducing cost and improving productivity while enhancing quality & food safety.

## KEY FEATURES

- Digitized Farm-to-Fork lifecycle
- Customizable Dashboards
- Business & Market Intelligence
- Decision-making

## BENEFITS

- System Integration
- Workflow & Notification
- Analytics/Reporting
- AI-Driven Platform

## eFarm

Farm-to-Fork Optimized

**eFarm** an integrated suite of solutions, built ground up to be cloud-ready and AI-backed in enabling agribusinesses to streamline the processes involved in the entire farm-to-fork lifecycle across supply chain. The platform delivers comprehensive functionalities through a suite of smart, integrated modules that can be used either independently or tightly coupled with other modules or third-party software systems.

## ENHANCED

Market Linkage | Collaboration | Data Quality | Tracking | Compliance Adherence | Consistency | Accountability

## REDUCED

Costs | Complexity | Chaos | Manual Efforts





**SUSTAINABLE. PREDICTABLE. PROFITABLE.**  
**TRACEABLE. EQUITABLE.**





# ISAB

Imperial School of Agri Business

Partners Institutions



Promoted by



# ADMISSION OPEN FOR 2020-22

## MBA in Food & Agribusiness Management

### Imperial School of Agribusiness Entrance and Scholarship Test (ISA'BEST) 2020

#### Stage 1

Submission of CAT/MAT/XAT/CMAT/ATMA score card 2019-20  
Current CGPA/Percentage in under-graduation with valid proofs  
Valid records of all the extra/co-curricular activities from class X till date

#### Stage 2

Shortlisted candidates of stage 1 shall be called for Stage 2 process of admission which consists Psychometric Analysis Test, Group Discussion & Personal Interview

### Visiting Faculty – IIT & IIM Alumni

#### Co-Founder & CEO



**SAURABH K PANDEY**

Alumnus - GBPUA&T Pantnagar and IIM Ahmedabad



**Ameet Singh**  
TEDx Speaker | EIR Fellow(CIE-ISA) | Columnist | Author  
Alumnus - IIT ROORKEE AND IIM AHMEDABAD



**Narayan Singh Rao**  
Founder - The Indian Irit, Director -Prakritik Power Pvt Ltd  
Alumnus - IIT ROORKEE, IIM Ahmedabad & University of Warwick



**Singal G. Ramachandran**  
FOUNDER - THE SOCIAL MEDIA COMPANY  
Alumnus - IIM AHMEDABAD



**Shruthi U.K.**  
CFA LEVEL I  
Alumnus - IIM AHMEDABAD



**Shateen Agarwal**  
Director -Tarus Consulting  
Alumnus - IIT Kharagpur & MDI Gurugram



**Anurag Agarwal**  
Co - Founder - Parvata Foods Pvt Ltd  
Alumnus - IIM Ahmedabad



**Kamal Chhabra**  
Skill Enabler, Ex-NSDC  
Alumnus - IIM Indore



**Dr. Mukul Shastri**  
Advocate, Legal Counsel-ABI, DGM Legal-KEC International  
Alumnus - IIM Ahmedabad



**Kaushtendra Kumar**  
Executive Director - Kaushalya Foundation  
Alumnus - IIM Ahmedabad



**Siddhi Karnani**  
Co - Founder & Director - Parvata Foods Pvt Ltd.  
Alumnus - IIM Ahmedabad

### USP of ISAB

- ONLY PREMIER AGRI-B SCHOOL IN DELHI NCR OF FOOD & AGRIBUSINESS MANAGEMENT
- RENOWNED FACULTIES FROM IARI PUSA, IIT, IIM ALUMNI GROUP
- ASSURED PLACEMENT OFFER LETTER AT THE TIME OF ADMISSION
- UPTO 100 % SCHOLARSHIP FOR MERITORIOUS & ECONOMICALLY WEAKER STUDENTS
- 100% ASSISTANCE FOR AVAILING EDUCATION LOAN
- STUDENT EXCHANGE PROGRAM WITH US, AUSTRALIA, CHINA & MALAYSIA
- OFFERING MBA ALONG WITH OPTION TO CHOOSE 9 DIFFERENT ELECTIVES IN AGRI-INPUT, DAIRY, FOOD PROCESSING, POULTRY, HORTICULTURE & FARM,ANIMAL HEALTH, FARM MACHINERY, COMMODITY AND FISHERY
- 80% PEDAGOGY FOCUSED TOWARDS INDUSTRY VISIT, LIVE PROJECTS, ASSIGNMENT BASED LEARNING
- FREE BUSINESS CLASS LAPTOP TO ALL STUDENTS

### Merit Scheme

Top 5 academic holders of all Agriculture and allied colleges with valid proof shall be considered for Stage 2 directly with scholarship support upto 100 %

### Admission Form Fee

INR 500 upto January 31st 2020  
INR 800 from Feb 01st 2020 – March 31st 2020  
\*INR 150 extra for hard copy of prospectus if requested

### Collaborations



To know more about admission process visit [www.isab.org.in](http://www.isab.org.in)

### Placement Tie-ups



### Admission Cell

+91-9068978309 | [admission@isab.org.in](mailto:admission@isab.org.in)

### Corporate Office

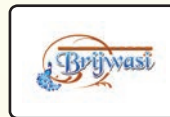
306, Rohit House, 3 Tolstoy Road, New Delhi-110001

\*ISAB shall be operating as an off campus to Integral University, Lucknow



# Thank you

Partners, Sponsors & Exhibitors



## About ICFA

Indian Chamber of Food and Agriculture is the apex body in India, working on business, policy and development agenda and serving as global platform for trade facilitation, partnerships, technology and agribusiness services. A proactive approach helps ICFA in discerning critical challenges emerging in Indian agriculture along with creating opportunities for development, value addition and international trade to accelerate growth in food and agriculture sector globally. With its 27 industry Working Groups and sector specific Business Councils, ICFA represents the interests of key stakeholders at the national level and through its international platforms and partnerships, ICFA facilitates India's global engagement in food and agriculture sector.

For enhanced sustainability, food safety and quality standards, ICFA has taken up the Agriculture Stewardship Program by launching Healthy Food Initiative program and Good Agriculture Practices (GAP) project. In a short period of five years, the Chamber has signed up MoUs with the University of California, University of Maryland, Michigan State University, Iowa State University, Western Australia University, German Agribusiness Alliance, Borlaug Institute for South Asia, African Asian Rural Development Organization Nasscom, Sociedad Rural Argentina (SRA), FAMATO, CCI Pau Béarn and IFPRI etc. Through international partnerships, ICFA envisions to mobilise technologies and investments that will catalyse agribusiness and agri start-ups. The 20 Member ICFA Board has distinguished luminaries with the Pioneer of India's Green Revolution, Prof MS Swaminathan as its Patron.

## ICFA Partners



## ICFA Members



**INDIAN CHAMBER OF FOOD AND AGRICULTURE**

B-Wing, Naurang House, KG Marg, New Delhi-110001  
Ph: 011 - 41501465, 41501475 | Fax: 011 - 23353406  
Website: [www.icfa.org.in](http://www.icfa.org.in)



“Coming together is a beginning;  
keeping together is progress;  
working together is success”



Maha Shakti Milk Producer Co. Ltd., Alwar, Rajasthan

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A GAME-CHANGER FOR AGRICULTURE,  
LIFE-CHANGER FOR FARMERS.



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